

PHILIP MORRIS, U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. Claude Beck

DATE: August 6, 1986

FROM: R. Stirlen

SUBJECT: Benson & Hedges 1986 Media

While we do have some patch work creative that can be run for Benson & Hedges between now and the end of the year, the reality is that the remaining media schedule might be better used to support other brands/activities.

I understand that we currently have a maintenance schedule in place that totals approximately \$4.0 million. In order that we use these dollars most effectively, I would appreciate a summary of those insertions we could cancel and those that could be transferred to another brand. Of special interest are those cover positions that Cheryl has indicated cannot be transferred (see attached memo).

I believe you have already supplied all or most of this information to Renee, but I want to be sure I have the current correct totals.

RS:mb

cc: S. Reich
R. Roper
R. Simons



2023741560